AMENDMENTS TO THE CLAIMS

1.   (Currently Amended) A method for providing streaming multimedia advertisements, the method comprising:

opening a browser window;

building a frame set in said browser window, said frame set comprising a media

player and a data frame;

constructing a directory, and thereafter searching said directory for files defining

the parameters of said frame set;

requesting a playlist by said media player; [[.]]

receiving said playlist at said media player, said playlist comprising a list of

references identifying streaming advertisement content and media content,

wherein each reference includes for each advertisement an indicator that

indicates when the advertisement should be played in relation to the media

content;

connecting to at least one media server to retrieve said streaming advertisement

and said media content from said server;

pushing HTML content related to the streaming content to the browser window;

and

simultaneously playing said streaming content on said media player and

displaying said HTML content in the data frame.

2.   (Previously Presented) The method of claim 1, wherein pushing includes

providing the HTML content in said data frame in response to execution of an embedded

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command in the streaming media content, wherein said HTML content is related to the streaming content playing on said media player.

3.   (Cancelled)

4.   (Original) The method of claim 1, further comprising logging the play of any advertisement on a server.

5.   (Previously Presented) The method of claim 1, wherein pushing includes: embedding a script command into the streaming media or advertisement content that references said HTML content related to said streaming media or advertisement content, wherein said HTML content is stored at a remote server.

6.   (Previously Presented) The method of Claim 1, wherein the indicator indicates that the advertisement be played one of before, during or after the media content is played.

7.   (Currently Amended) The method of Claim [[6]] 5, further comprising, where the streaming content includes an advertisement, logging the viewing of said advertisement using said script command.

8.   (Previously Presented) A method for providing streaming multimedia content, the method comprising:

opening a browser window;

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building a frame set in said browser window, said frame set comprising a media

player and a data frame;

requesting a playlist for said media player;

receiving said playlist at said media player, said playlist identifying streaming

advertisement and media content, and an identifier identifying when the

advertisement content should be played in relation to the media content;

connecting to at least one media server to retrieve said streaming advertisement

and said media content from said at least one media server, wherein said

streaming content includes one or more embedded commands that

references HTML content corresponding to said streaming content;

playing said streaming content on said media player;

executing said one ore more embedded commands to retrieve the referenced

HTML content; and

displaying the retrieved HTML content in the data frame concurrently with the

streaming content playing on the media player.

9.   (Previously Presented) A method for providing streaming multimedia

advertisements, the method comprising:

opening with a browser a browser window including a media player and a data

frame;

requesting a playlist for said media player;

receiving said playlist, said playlist comprising a list of references identifying

streaming advertisement content and media content, wherein each

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reference includes for each advertisement an indicator that indicates when

the advertisement should be played in relation to the media content;

connecting to at least one media server to retrieve said streaming advertisement

and said media content from said at least one media server;

pushing HTML content related to the streaming content to the browser;

simultaneously playing said streaming content on said media player and

displaying said HTML content in the data frame.

10.   (Previously Presented) The method of claim 9, wherein pushing includes

providing the HTML content to said data frame in response to execution of an embedded

command in the streaming media content, wherein said HTML content is related to the streaming

content playing on said media player.

11.   (Previously Presented) The method of claim 9, wherein pushing includes

embedding a script command into the streaming media or advertisement content that references

said HTML content related to said streaming media or advertisement content, wherein said

HTML content is stored at a remote server.

12.   (New) A method for providing streaming multimedia advertisements, the method

comprising:

receiving a request for a playlist;

building a playlist using information included in the request, the playlist

comprising a list of references identifying streaming advertisement content

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and media content, wherein each reference identifying advertisement

content comprises an indicator of when the advertisement should be

played in relation to the media content; and

transmitting the playlist to a user computer.

13.   (New) The method of claim 12, wherein the information comprises identification

of a location of information for configuring a frame set, which comprises a media player and a

data frame, on said user computer.

14.   (New) The method of claim 12, further comprising:

in response to a request from the user computer, streaming content to said user

computer; and

pushing HTML content related to the streaming content to the user computer,

wherein display of the HTML content is synchronized with playback of the

streaming content at the user computer.

15.   (New) The method of claim 14, wherein streaming content to said user computer

further comprising:

embedding a script command in the streaming content, wherein the script

command references the HTML content.

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